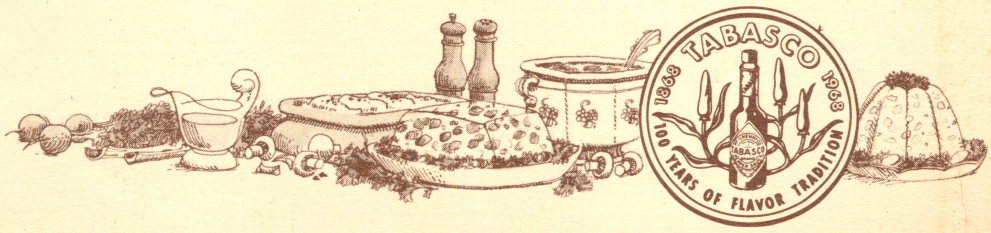
TEN FAMOUS RECIPES

FROM THE 100 YEAR HISTORY OF TABASCO



FOREWORD *It is a pleasure to share with you the 100th anniversary celebration of Tabasco brand pepper sauce. Here are ten famous recipes, one for each decade in the 100 year history of Tabasco. You will find for each old original recipe a modern version to save you time and trouble. Take your choice and enjoy good eating. Interspersed in this commemorative booklet are historical highlights from the eras in which the recipes were developed and a brief history of Tabasco pepper sauce. You will read about Tabasco from the time it was created with patient experimentation in the 1860's right up to the present, when the small bottle with the red cap and green neckband is familiar to lovers of fine food throughout the world. Pleasant reading . . . and dining.*

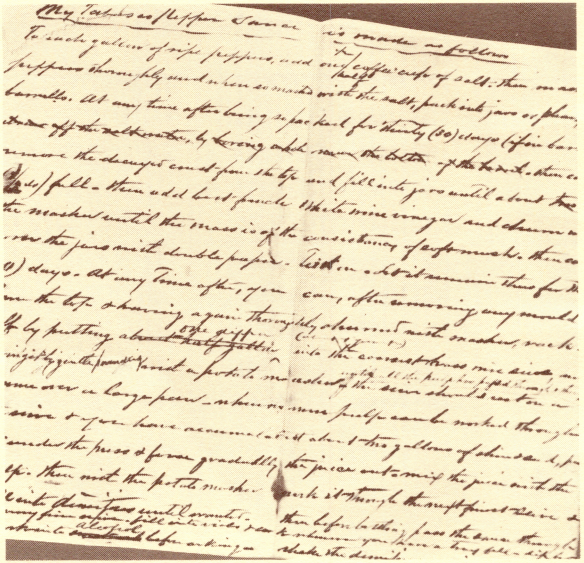
AVERY ISLAND, LOUISIANA—*Home of world-famous Tabasco pepper sauce, a semi-tropical paradise owned for the past one and a half centuries by the same family.*

CONTENTS:

1868-1878	*HOPPING JOHN DRIED PEAS*	5
1878-1888	*OYSTER BISQUE*	7
1888-1898	*CHICKEN FRICASSEE*	9
1898-1908	*JAMBALAYA*	11
1908-1918	*CORN FRITTERS*	13
1918-1928	*AUNT CLARA'S GAME IN ASPIC*	15
1928-1938	*DAUBE GLACE*	16
1938-1948	*EGGPLANT WITH GROUND BEEF*	18
1948-1958	*BARBECUE SAUCE*	21
1958-1968	*SAUCE VELOUTE*	23

1868 - 1878

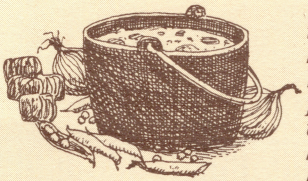
EDMUND McILHENNY, *a former New Orleans banker, created the original recipe for Tabasco brand pepper sauce in the late 1860's at Avery Island, Louisiana. McIlhenny vigorously promoted and marketed his pepper sauce, too, and lived to see it become one of the world's great condiments.*



THE ORIGINAL TABASCO RECIPE IN McILHENNY'S OWN HAND. *Early experiments leading to the creation of Tabasco pepper sauce were conducted in the middle 1860's when McIlhenny, a gourmet, crushed peppers, strained the mash, then added salt and vinegar. In 1868, satisfied that he had perfected his recipe, Mr. McIlhenny wrote it down. So unique was his method of preparation that he was granted a patent by the U.S. Government.*

HOPPING JOHN DRIED PEAS

A popular dish during days of scarcity



After the War between the States, people really had to skimp in their kitchens. Cupboards and pantries, once well stocked with preserved vegetables, homemade jellies and the like, were bare. Livestock and poultry had either been taken over by the troops or released to wander away. And crops and gardens had been raided, trampled and laid waste.

This was a time, then, to rely on crops that could be planted with little expense and that produce edible food in a short time. Naturally, peas and beans became staples in most kitchens. And many tasty ways to serve them were created. One dish from Civil War years still popular today is Hopping John Dried Peas. Here are two recipes for this dish—the original version and a modern version.

1868 ORIGINAL RECIPE

- *1 pound dried black-eyed peas*
- *3 pints cold water*
- *½ pound sliced salt pork or bacon*
- *1 teaspoon Tabasco*
- *½ teaspoon salt*
- *2 tablespoons bacon fat or lard*
- *2 medium onions, chopped*
- *1 cup uncooked long grain rice*
- *1½ cups boiling water*

Cover peas with 3 pints cold water in large kettle. Soak overnight. Add salt pork, Tabasco and salt. Cover and cook over low heat about 30 minutes. Meanwhile cook onions in bacon fat until yellow and add to peas with rice and boiling water. Cook until rice is tender and water is absorbed, about 20 to 25 minutes, stirring occasionally.*

YIELD: About 8 cups; 7 to 8 servings.

**Modern method for dried peas rather than soaking overnight is to bring them to a boil, simmer 2 minutes and let them stand 1 hour.*

1968 RECIPE

- **1 can (10½ ounces) condensed onion soup**
- **1 can water**
- **¼ teaspoon salt**
- **½ teaspoon Tabasco pepper sauce**
- **1 package (10 ounces) frozen black-eyed peas**
- **1½ cups cooked ham strips**
- **2 tablespoons salad oil**
- **1½ cups water**
- **1½ cups packaged precooked rice**

Put onion soup in a medium saucepan. Add can of water, salt and Tabasco; bring to a boil. Add black-eyed peas. Cover and simmer 40 to 45 minutes until peas are tender (for Southern taste). Sauté ham in oil. Add 1½ cups water, rice and ham strips to pea mixture. Continue to simmer about 5 minutes until rice is tender and water is absorbed.

YIELD: 4 to 5 servings.

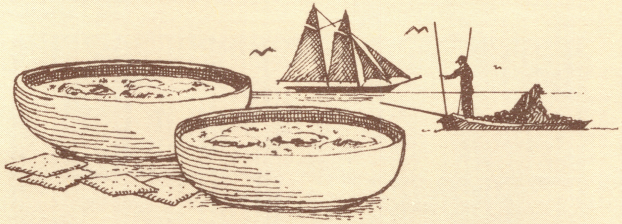
1878 - 1888

THE STATUE OF LIBERTY HAND. *This is an artist's drawing of the view of New York harbor from the arm of the towering Statue of Liberty, France's gift to the United States in the late 1880's. In this same decade, Tabasco sauce continued to acquire an international reputation; at the prestigious World's Industrial and Cotton Centennial held in New Orleans, the condiment won a gold medal for excellence.*

AN EARLY TABASCO BOTTLE. *This is one of the earlier type Tabasco pepper sauce bottles, easy to recognize because of its shape and the characteristic diamond-shaped label. The bottle was corked and dipped in green sealing wax (right). A metal shaker was supplied with each bottle; the photograph on the left shows it inserted and closed with a ball-topped metal stem.*

OYSTER BISQUE

A favorite of oyster lovers for years



Up until this time, oysters were scarce and expensive, due to their slow growth and problems in harvesting them. During this decade, fishermen were learning that oysters would develop much faster if transferred from their natural seedbeds to saltier waters. In addition, mechanical dredges, dragged by sailing schooners, were replacing the old hand tongs used in harvesting. With hand tongs, it would take a two-man crew two days to bring up 250 sacks of oysters. But with a mechanical dredge, the same crew could bring up about 800 sacks of oysters in five hours. And the unrelenting demands of an oyster-hungry public could now be satisfied.

Oyster Bisque was a favorite of oyster lovers then, and its popularity has grown with the ever-increasing popularity of the oyster. Here are two recipes for this dish—the original version and a modern version.

1878 ORIGINAL RECIPE

A roux is made with a tablespoon of lard or 2 tablespoons of butter and 2 tablespoons of sifted flour. A large onion, finely chopped, is added and the mixture is browned. A quart of boiling water, 4 dozen oysters and their liquid, a tablespoon of butter, and bay leaf, thyme, salt and Tabasco to taste are added. The soup is boiled for about twenty minutes, when 2 dozen of the oysters are removed and chopped into small pieces. The soup and the rest of the oysters are passed through a sieve, thus mashing the oysters, and the chopped oysters and 4 sprigs of parsley, chopped, are added.

1968 RECIPE

- 2 cans (10 ounces each) condensed oyster stew, undiluted
- 3 cups milk
- ¾ cup water
- 2½ teaspoons instant minced onion
- 2 tablespoons dried celery flakes
- 2 bay leaves
- ½ teaspoon Tabasco pepper sauce
- 1 can (8 ounces) oysters, drained and chopped
- 2 tablespoons flour
- 2 tablespoons water
- ¼ cup sherry
- 2 tablespoons dried parsley flakes

Combine oyster stew, milk, ¾ cup water, minced onion, celery flakes, bay leaves, Tabasco and chopped oysters in a medium saucepan. Stir until well mixed. Bring to a boil, uncovered, stirring occasionally. Reduce heat; simmer 10 minutes, stirring occasionally. Combine flour and 2 tablespoons water; blend until smooth. Stir into oyster stew mixture and simmer about 2 minutes, stirring occasionally until slightly thickened. Remove from heat. Stir in sherry and parsley. Serve at once.

YIELD: About 6 servings.

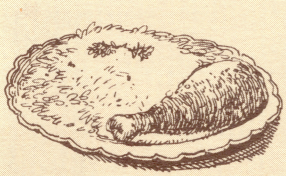
KLONDIKE GOLD RUSH. *The Klondike Gold Rush in Alaska began in 1897. These "sourdoughs" are jumping off from Juneau, equipped with packs, sleds, snowshoes . . . and the hope that always sustains gamblers.*

During this same period, the formative years of Tabasco ended with the death of Edmund McIlhenny. His oldest son, John, was appointed manager and steward of his affairs by his mother, while Edward Avery McIlhenny, the second son, left his Avery Island home to brave Arctic cold on scientific expeditions. Upon his return "Mr. Ned" began the establishment of a wildlife refuge for snowy egrets—then almost extinct. The colony now numbers in the tens of thousands.

STIRRING TABASCO MASH IN THE OLD DAYS. *"Slow and careful" was the word when the Tabasco business was modest in size and the pepper sauce was made by hand. This old photograph shows employees processing the pepper mash in crockery jars, a process still followed today in wooden casks. Although bottling and packaging methods have been modernized, the recipe and the same "slow and careful" philosophy remain unchanged.*

CHICKEN FRICASSEE

An "invention" of the Reconstruction era



Times were hard and hours were long during the trying years of Reconstruction. Men who worked the farms and plantations came home with tremendous appetites. Food was needed that would "stick to your ribs."

Because beef and pork were still scarce, hearty meals were difficult to prepare. So, to meet the challenge, wives of this era tried to use chicken in many different ways. Stewed chicken, or Chicken Fricassee, is still popular today . . . and deservedly so. Originally, the word "fricassee" applied to any type of stewed meat, but in modern usage refers to chicken. Here are two recipes for this dish—the original version and a modern version.

1888 ORIGINAL RECIPE

Cut a well-grown young chicken in pieces, disjointing the legs, thighs, wings, and separating the side bones and back; cut the breast in two. Put in your Dutch oven a heaping spoonful of lard; bring to a boiling heat. Drop the chicken in piece by piece and fry a golden brown. Have an onion well chopped and fry with the frying chicken, stirring well. Then stir in gradually a heaping tablespoonful of flour and stir well. Fill your Dutch oven two-thirds full of hot water, add salt and pepper and a spoonful of chopped parsley. Cover and simmer gently for an hour and a half. Serve with plain boiled rice.

1968 RECIPE

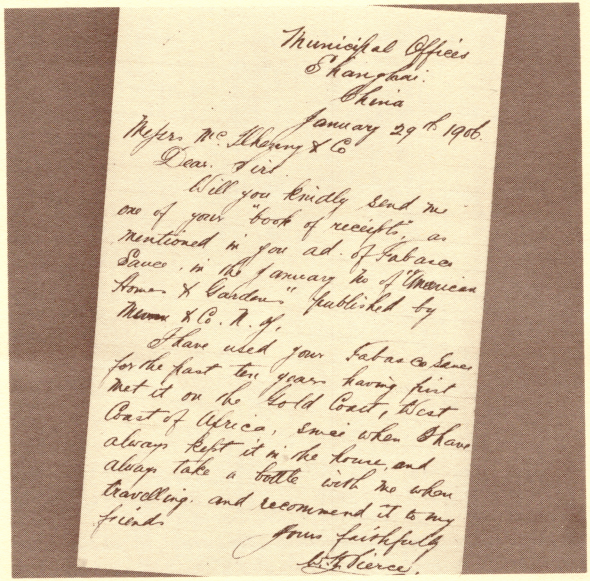
1 2½-3 pound broiler-fryer chicken, cut in serving pieces
½ cup flour
1½ teaspoons salt, divided
¼ cup salad oil
1 can (10½ ounces) condensed cream of celery soup
2 cans water
½ cup chopped onion
½ cup chopped green pepper
2 tablespoons chopped parsley
1 bay leaf
½ teaspoon dried leaf thyme
1 clove garlic, minced, optional
½ teaspoon Tabasco pepper sauce

Wash chicken and drain well. Combine flour and 1 teaspoon salt in a paper or plastic bag. Drop in 2 or 3 pieces of chicken at a time; shake until coated. If time allows, let dry on a rack about one half hour before frying. Place oil in Dutch oven or large heavy kettle and brown chicken pieces, turning with tongs. After browning remove chicken and drain off fat. Put remaining ½ teaspoon salt and remaining ingredients in kettle and blend well. Return chicken to kettle and simmer over low heat until large pieces are fork tender, about 1 hour. When fricassee is done, taste and add more seasonings, if necessary. If a thickened gravy is desired, remove chicken from skillet. Combine 2 tablespoons flour with 4 tablespoons water, milk or cream until smooth. Gradually stir into fricassee broth; simmer, stirring until thickened. Return chicken to gravy. Serve on or with hot rice or noodles, biscuits, corn bread or mashed potatoes.

YIELD: 4 servings.

1898 - 1908

"ROUGH RIDERS" AT SAN JUAN HILL, CUBA. *Charge! Colonel Theodore Roosevelt leads the "Rough Riders" on their celebrated attack at San Juan Hill, Cuba, during The Spanish-American War. One of the troopers commanded by Roosevelt was young John Avery McIlhenny, the founder's oldest son and manager of the Tabasco business. In later years, President Roosevelt's daughter, Alice, visited the McIlhennys at Avery Island where a main attraction is the vast rock salt mine. For her entertainment a unique picnic was staged in the mine, where a statue of Lot's wife was sculptured in the salt.*



Municipal Offices
Shanghai.
China
January 29th 1906.

Messrs. McIlhenny & Co
Dear Sirs

Will you kindly send me one of your "book of receipts" as mentioned in you ad. of Tabasco Sauce, in the January No of "American Homes & Garden" published by Munn & Co. N.Y.

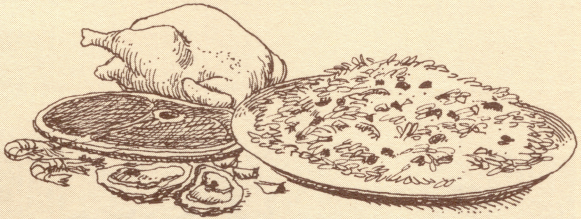
I have used your Tabasco Sauce for the past ten years having first met it on the Gold Coast, West Coast of Africa, since when I have always kept it in the house and always take a bottle with me when travelling and recommend it to my friends.

Yours faithfully
H. J. Pierce.

A LETTER FROM SHANGHAI. *At the turn of the century, Tabasco had achieved truly world-wide distribution. Typical of letters received by the McIlhennys was this one, dated 29 January, 1906, from a man in Shanghai. ". . . I have used your Tabasco Sauce for the past ten years, having first met it on the Gold Coast, West Coast of Africa, since when I have always kept it in the house and always take a bottle with me when traveling and recommend it to my friends."*

JAMBALAYA

Truly a Creole creation



The French-speaking people in the bayou regions of Louisiana have for many, many years prepared "Jambalaya" . . . an all-in-one meal. Whatever happens to be leftover or right at hand goes in . . . duck, shrimp, ham, oysters, pork sausage. Rice is the one essential ingredient.

The popularity of Creole Jambalaya spread far and wide. And it was greeted with lip-smacking enthusiasm wherever it was served. In this decade, many restaurants throughout the state featured "Authentic Creole Jambalaya" as a specialty of the house.

1898 ORIGINAL RECIPE

- *½ pound fresh pork*
- *1 onion*
- *1 clove garlic*
- *½ pound cured ham*
- *6 fine chaurice (pork sausage)*
- *2 tablespoons lard or butter*
- *1 bay leaf*
- *1 sprig parsley*
- *1 sprig thyme or ¼ teaspoon dried leaf thyme*
- *1 whole clove*
- *1½ quarts beef or chicken broth*
- *½ teaspoon Tabasco*
- *¾ teaspoon salt*
- *1 cup uncooked rice*

Cut the pork (lean and fat) into cubes about ½ inch square. Chop the onion and garlic very fine. Dice the ham and cut sausage into pieces. Melt the lard in a heavy iron pot or Dutch oven. Add the onion, garlic, pork and ham, and brown slowly, stirring frequently. Add sausage, bay leaf, parsley, thyme and clove and cook about five minutes. Add broth, Tabasco and salt and bring mixture to a boil. Add the rice which has been washed. Cover and simmer gently a half hour or longer until rice is tender. Stir often to mix well. Season to taste.

YIELD: 6 to 8 servings.

1968 RECIPE

- **¼ cup butter**
- **½ cup chopped onion**
- **½ cup chopped green pepper**
- **1 clove garlic, finely chopped**
- **½ pound cooked ham (1½ cups diced)**
- **1 pound shelled raw shrimp, cleaned**
- **1 can (1 pound, 12 ounces) tomatoes**
- **1 teaspoon salt**
- **½ teaspoon Tabasco pepper sauce**
- **1¾ cups packaged pre-cooked rice**

Heat butter in skillet. Add onion, green pepper and garlic and sauté until lightly browned. Add ham and shrimp and cook over low heat until ham is lightly browned and shrimp are pink. Add tomatoes, salt and Tabasco. Cover and simmer about 5 minutes. Stir well; add rice and continue to simmer 5 minutes longer.

YIELD: 4 to 6 servings.

1908 - 1918

The New York Times.

TITANIC SINKS FOUR HOURS AFTER HITTING ICEBERG; 866 RESCUED BY CARPATHIA, PROBABLY 1250 PERISH; ISMAY SAFE, MRS. ASTOR MAYBE, NOTED NAMES MISSING

The Lost Titanic Being Towed Out of Belfast Harbor.

PARTIAL LIST OF THE SAVED.

CAPT. E. J. SMITH

THE SINKING OF THE TITANIC. *One of history's great sea tragedies occurred in April, 1915, when the "unsinkable" British liner Titanic hit an iceberg on her maiden voyage and vanished beneath the waves. Half a world away, presidency of the McIlhenny Company had passed along to Edward Avery McIlhenny, second son of the founder, who for the next forty years as "Mister Ned" would make important contributions to the growth of his company and the cause of wildlife conservation.*

PEPPER PICKERS IN THE FIELDS. *The peppers used in Tabasco pepper sauce are grown only on Avery Island, Louisiana, and are still selected individually by hand, just as they were when this photograph was taken in about 1910. As peppers ripen throughout the summer and fall, pepper bushes are picked several times during the harvest season. Only the choicest red peppers are picked; yellow and orange ones are left to mature.*

CORN FRITTERS

The results of a resourceful cook

The early French settlers in Louisiana served sweet, flavorful delicacies called "Entremets" along with their meals. Made with fruit or marmalades, entremets were basically what we know as fritters today.

Naturally, changes were made in the recipes as they were handed down from generation to generation. One change happened in this unusual way. After an early morning trip to the market place, one resourceful cook decided to try using kernels off a fresh ear of corn. Result? Corn Fritters. Here are two recipes for this dish—the original version and a modern version.

1908 ORIGINAL RECIPE

2 cups fresh corn (about 6 ears)
1½ cups sifted all-purpose flour
2 teaspoons baking powder
1 teaspoon salt
2 eggs
⅓ cup milk
¾ teaspoon Tabasco
1 tablespoon bacon fat or butter

Husk, remove corn silk and wash corn. With sharp knife cut down the center of each row of corn. Slice off kernels being careful not to cut too close to cob. Scrape cob with back of knife to get some of the corn pulp. Sift flour with baking powder and salt. Beat eggs; add milk, Tabasco and bacon fat. Stir in flour mixture, then the corn. Mix well to combine ingredients. Drop by tablespoonfuls into hot deep fat. Fry 3-4 minutes until brown, turning once. Drain on brown paper.*

YIELD: 18 corn fritters.

Note: When fresh corn is not in season, canned whole-kernel corn, drained, may be substituted.

**Fat temperature should be 365-375°F.*

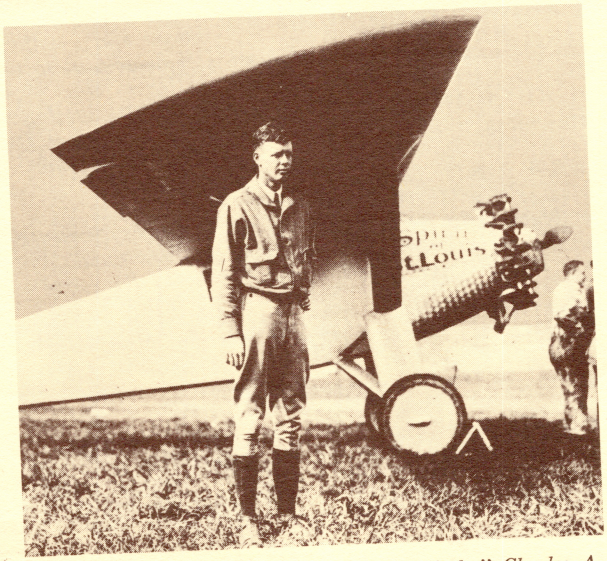
1968 RECIPE

3 eggs, separated
1¾ cups canned whole-kernel corn, drained
1 teaspoon salt
¾ teaspoon Tabasco pepper sauce
¼ cup all-purpose flour
¼ cup shortening or salad oil

Beat egg yolks until light; mix in corn, salt, Tabasco and flour. Beat egg whites until stiff but not dry. Fold in corn mixture. Drop by tablespoonfuls into hot shortening in skillet. Cook fritters until brown on both sides. Serve as main dish with butter and syrup and bacon, or as a vegetable with chicken, meat or fish.

YIELD: 18 fritters (about 2½ inches).

1918-1928

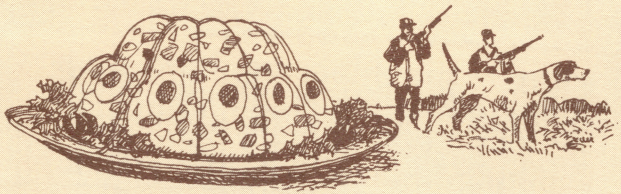


THE SPIRIT OF ST. LOUIS. *"Lucky Lindy," Charles A. Lindbergh, caught the fancy of the world when he flew nonstop across the Atlantic Ocean alone in May, 1927. For the McIlhenny Company, this was the era of the fight for the trademark, TABASCO. Because of the popularity of the product, many imitations were put on the market and many infringements perpetrated. Aggressive court action saved the mark; a purchaser would continue to know that the word Tabasco meant the original McIlhenny Company pepper sauce.*

THE SALTING PROCESS. *After the fresh-picked peppers are ground into mash and steeped in their own juices in big oak casks, a wooden cover with tiny holes drilled through it is placed on top. Next, a thick layer of salt from the Avery Island salt mine is spread over the cover. This salt seal allows the natural vapors of fermentation to escape and at the same time prevents fresh air from ever entering the barrel.*

AUNT CLARA'S GAME IN ASPIC

A delicacy from a gourmet of the McIlhenny family



Uncle Rufus was an early authority on food in the McIlhenny family. And this is quite a distinction in a family known for its dedication to the culinary arts. He had a wide knowledge of haute cuisine and a highly developed and sensitive taste.

Naturally, his wife Clara catered to his every whim. Their table was reputed to be the best in all of South Louisiana. Even in those early days, the Rufus McIlhennys imported what were then extraordinary delicacies—such as Beluga caviar and Persian melon. Of course, there was an abundance of local wild game and seafood. Game in Aspic was one of the dishes that made their table famous. Here are two recipes for this dish—the original version and a modern version using chicken.

1918 ORIGINAL RECIPE

Make as much aspic as will fill your mold. Put a little at the bottom. Let it stiffen, then arrange in it the remains of any cold game cut into neat pieces and alternately with them slices of pink ham and pieces of hard-boiled eggs, leaving room for the jelly to go between pieces. Fill mold with jelly and set in cold place. Before serving dip mold in boiling water for just a second as it will allow it to turn out more easily.

1968 RECIPE

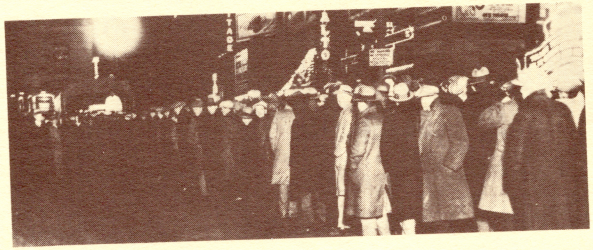
2 envelopes unflavored gelatine
3 cups well-seasoned chicken broth, divided (may be canned)
½ teaspoon Tabasco pepper sauce
4 hard-cooked eggs, sliced
2 cups diced cooked chicken
¾ cup diced cooked ham
1 cup sliced celery

Sprinkle gelatine over 1 cup chicken broth in saucepan. Place over low heat; stir constantly until gelatine dissolves, about 3 minutes. Remove from heat; stir in remaining 2 cups broth and Tabasco. Pour ⅓ cup of the mixture into a 6-cup mold or loaf pan; chill until slightly firm. Chill remaining gelatine until slightly thicker than consistency of unbeaten egg white. Press some of the egg slices into slightly firm gelatine in mold. Fold remaining egg slices, chicken, ham and celery into gelatine mixture. Turn into mold. Chill until firm. Unmold and garnish with salad greens.

YIELD: 6 servings.

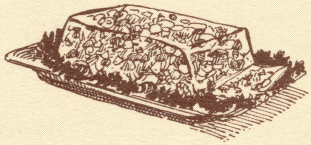
THE STIRRING PROCESS. *Pepper mash for Tabasco mellows three years. Then the giant oak casks are removed from the ageing room, opened, and the contents blended with vinegar and salt. This stirring, much of it still done by hand, creates a "marriage" of the aromas and flavors that make Tabasco such a wonderful pepper sauce.*

BREAD LINE, TIMES SQUARE. *Depression bread line, Times Square, New York. Production problems were commonplace in business, and on Avery Island, Rufus McIlhenny, "Mr. Ned's" brother, brought his engineering education to bear on those of the family business. It was largely through his efforts that the ingenious machine was developed that fills the Tabasco bottle through the tiny hole in the top. The process involves the creation of a vacuum inside each bottle which draws the pepper sauce into the bottle through a fine filling tube.*



DAUBE GLACÉ

A pure delight during Depression years



America was in the throes of a major economic depression during this decade. In the kitchen, wives mustered all of their creative abilities to keep meals from becoming bland and dull, and, at the same time, stay within their budgets. To brighten up the table on Sundays, Daube Glacé was often served. The combination of vegetables and beef, artfully molded in aspic, was pure delight—to the eye as well as to the appetite. And on the practical side, there

was usually enough left over for a week-day lunch. Here are two recipes for this dish—the original version and a modern version.

1928 ORIGINAL RECIPE TO COOK MEAT

Select a round of beef of size desired—have prepared 1 set of calves feet.

Lard the meat with strips of the fat of young pork, slightly salted. With each strip of pork, put through the meat a stick of celery, part of an eschalot, part of a carrot, two cloves, three allspice, a little thyme, black and red pepper and a tiny portion of garlic. These must be put through at distances of two or three inches. Have a spoonful of lard in your oven and when very hot put the round of meat in (shape it well). When fried to a rich brown, turn carefully and fry on the other side. Have ready two large onions, chopped fine and four or five carrots, half a stalk of celery, small part of a clove of garlic, a bunch of parsley. Carefully remove the meat from the oven and fry the vegetables until golden brown, stirring constantly. Then return the meat to the oven. Cover with a plate and put a weight on it. Add a pint of boiling water, half an orange, rind and all, cover closely.

1968 RECIPE

TO COOK MEAT:

- 5-pound boneless beef rump
- ¼ cup cooking oil
- 2 cans (10½ ounces each) condensed beef bouillon
- 1½ cups water
- 1½ cups red wine
- 2 stalks celery with leaves
- 2 carrots
- 1 onion, quartered
- 2 sprigs parsley
- ½ teaspoon Tabasco pepper sauce
- 3 whole cloves
- 1 clove garlic
- 1 teaspoon salt
- 1 teaspoon dried leaf thyme
- ¼ pound salt pork
- 1 orange, cut in half

Brown beef on all sides in oil in Dutch oven or kettle. Drain off oil. Add bouillon and remaining ingredients. Bring to a boil; reduce heat and simmer, covered, 3½ hours or until meat is tender. Turn meat several times during the cooking. Remove meat and chill. Strain stock and chill; remove fat.

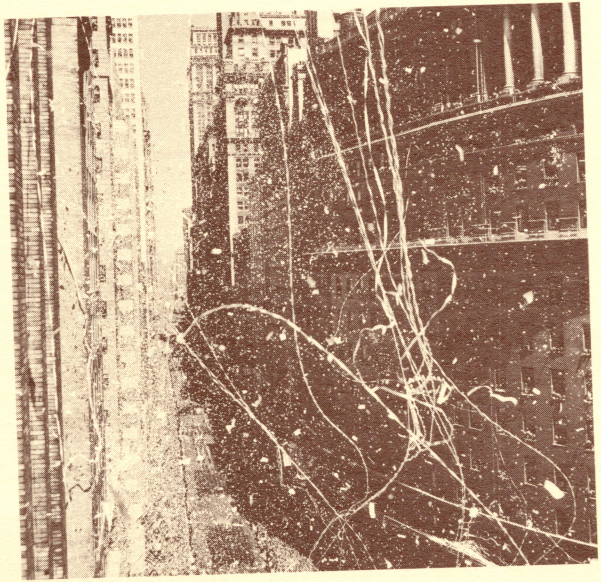
TO GLAZE MEAT AND VEGETABLES:

- 2 envelopes unflavored gelatine
- 2 cans (1 pound each) white onions, drained and chilled
- 2 cans (1 pound each) whole carrots, drained and chilled

Sprinkle gelatine over 1 cup of cold stock in measuring cup or small bowl. Boil remaining stock, uncovered, until it is reduced to 2½ cups. Add softened gelatine; stir until gelatine dissolves. Pour about ⅛ inch of gelatine mixture into serving platter; chill until firm. Chill remaining mixture until it is slightly thickened or syrupy. Cut cold beef into thin slices. Arrange meat and cold vegetables on gelatine layer in platter. Spoon syrupy gelatine mixture over meat and vegetables; chill a few minutes and repeat with another layer of gelatine. Chill. Chill remaining gelatine mixture, cut into small cubes and arrange around the platter.

YIELD: 12 servings.

1938-1948



THE END OF WORLD WAR II. *Millions of joyful Americans celebrate the end of World War II. In this same decade, Walter Stauffer McIlhenny, grandson of the founder, was called to Avery Island to help with the management of both the McIlhenny Company and Avery Island. When the Japanese attack came, Walter left for the war. By the time he returned, a decorated Marine Corps Battalion Commander, E. A. McIlhenny had suffered a stroke, and it was time for a new generation to assume its responsibilities.*

THE BLENDING PROCESS. *There is a final step taken before bottling Tabasco. It is referred to descriptively at the factory as "pounding" . . . an early version of homogenizing. The pepper mash has been mixed with salt and vinegar and stirred. Now the mash is poured off into strainers and the pepper seeds removed. Not only does this process filter Tabasco, but it creates the final union between the three ingredients that prevents them from separating in the bottle.*

EGGPLANT WITH GROUND BEEF

A new idea for war-time tables

During World War II, when many basic foods were rationed, the government encouraged all U.S. citizens to plant their own "Victory Gardens."

So, with vegetables fresh from the "backyards" and little meat at hand, there was the need to create new ideas for the wartime tables. One recipe idea still popular today is Eggplant with Ground Beef. All it takes is a minimum of ground beef, a couple

of fresh eggplants and clever seasoning. (Cereal was often used as a filler to stretch the limited meat.) Here are two recipes for this dish—the original version and a modern version.

1938 ORIGINAL RECIPE

- *2 small to medium eggplants*
- *2 tablespoons bacon fat or shortening*
- *½ pound ground beef*
- *1 clove garlic, chopped or crushed*
- *¼ cup finely chopped onion*
- *¼ cup finely chopped green pepper*
- *¼ cup finely chopped celery*
- *1 teaspoon salt*
- *½ teaspoon Tabasco*
- *1 can (1 pound) tomatoes*
- *½ cup grape nuts cereal*
- *½ cup fine bread or cracker crumbs*
- *¼ cup melted butter or margarine*

Cut eggplants in half lengthwise and simmer in a small amount of salted boiling water until almost tender, 10 to 15 minutes. Remove and cool. Cut and scoop out inner pulp leaving ¼ to ½ inch of pulp around edge and bottom without damaging outer shell. Dice pulp. Heat fat in skillet; add meat and garlic and brown, breaking up with a fork. Add the onion, green pepper and celery and cook slowly about 5 minutes. Stir in salt, Tabasco and tomatoes; remove from heat. Add the diced eggplant pulp and grape nuts.

Spoon the meat-eggplant mixture into prepared eggplant shells. Place in shallow baking pan. Combine crumbs and butter and sprinkle over stuffed eggplants. Any remaining mixture may be baked in individual casseroles. Bake in 375°F. oven about 25 minutes until hot and bubbly.

YIELD: 4 to 6 servings.

Note: 2 cups cooked fresh tomatoes may be substituted for canned.

1968 RECIPE

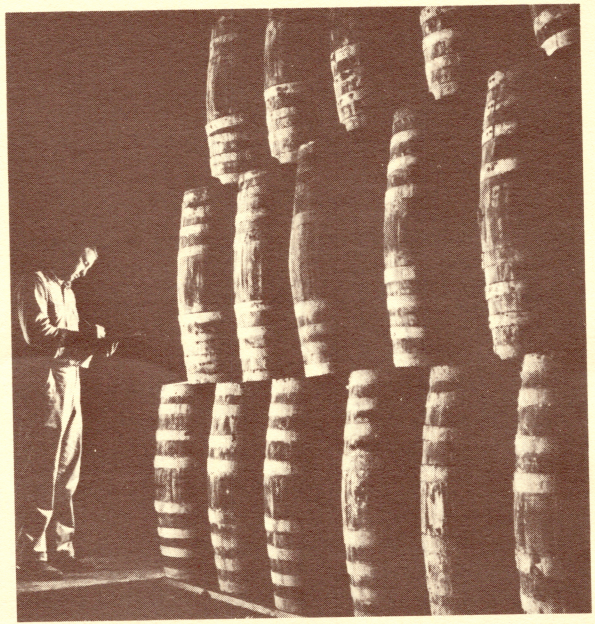
- **2 small to medium eggplants, cut in half**
- **2 tablespoons salad oil**
- **1 pound ground beef**
- **1 clove garlic, chopped or crushed**
- **1 can (1 pound) seasoned stewed tomatoes**
- **1 teaspoon salt**
- **½ teaspoon Tabasco pepper sauce**
- **1 cup cooked rice**
- **½ cup grated Cheddar cheese**

Prepare eggplants according to directions in 1938 Original Recipe reserving cut-up pulp. Heat salad oil in skillet. Add meat and garlic and brown, breaking up with a fork. Add tomatoes, salt and Tabasco. Remove from heat. Blend in rice and eggplant pulp. Spoon meat-eggplant mixture into prepared eggplant shells. Place in a shallow baking pan. Any remaining mixture may be baked in individual casseroles. Sprinkle cheese over stuffed eggplants. Bake in 375°F. oven about 25 minutes until hot.

YIELD: 4 to 6 servings.

1948 - 1958

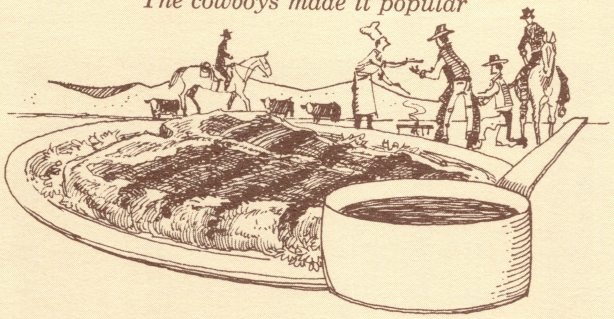
THE JET AGE. *Jet travel came of age in the fifties, and a shrinking world found itself growing even smaller. In this same era, Walter McIlhenny was elected president of the McIlhenny Company, the fifth generation of the Avery family to live on the Island. Another member of the family, the sixth generation, established residence, too: E. A. McIlhenny's grandson, Edward McIlhenny Simmons. Like his grandfather, Ned possessed a talent for combining business ability with an active participation in the sciences.*



AGEING THE PEPPER MASH. *"Hurry" is a word practically unknown at Avery Island. The mash in these oaken casks will age a minimum of three years before it is ready for blending with vinegar, filtering, and bottling. This will be the Tabasco liquid pepper seasoning as we know it—a product of skill, patience and tradition.*

BARBECUE SAUCE

The cowboys made it popular



Back in the days before World War II, cowhands on the range barbecued because it suited their way of life. And for a very good reason. They could feed many hands and avoid using heavy cooking utensils. The perfect answer was cooking over open pits. Naturally, the beef they needed was readily available.

The craze for barbecuing spread after World War II to America's suburban living. Backyard barbecue grills became as commonplace as the telephone. It was in this era that make-your-own barbecue sauces became so popular. Here are two recipes for barbecue sauce—the original version, as it is still prepared on Avery Island, and a modern version.

1948 ORIGINAL RECIPE

2 tablespoons butter or margarine
1 medium onion, chopped
1 clove garlic, chopped
½ cup chopped celery with leaves
¼ cup chopped green pepper
1 can (1 pound) tomatoes
1 can (8 ounces) tomato sauce
1 bay leaf
3 tablespoons molasses
2 teaspoons dry mustard
⅓ cup vinegar
½ teaspoon cloves
½ teaspoon allspice
2 slices lemon
1½ teaspoons salt
2 teaspoons Tabasco pepper sauce

Melt butter in saucepan. Add onion and garlic; cook until onion is tender, but not brown. Add remaining ingredients; simmer 30 minutes. Strain if desired. Use to brush chicken, ribs, frankfurters or hamburgers during baking, broiling or grilling.

YIELD: About 2¼ cups.

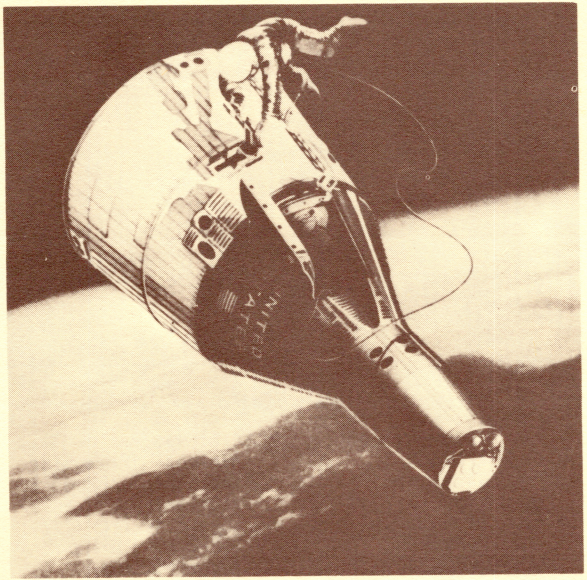
1968 RECIPE

½ cup chopped onion
¼ cup salad oil
1 can (8 ounces) tomato sauce
1 cup catchup
¼ cup vinegar
2 tablespoons brown sugar
2 tablespoons Worcestershire sauce
2 tablespoons prepared mustard
1 teaspoon salt
¼ teaspoon Tabasco pepper sauce

Cook onion in salad oil in saucepan until tender, but not brown. Add remaining ingredients. Simmer 10 minutes. Use as a basting sauce for chicken, hamburgers or spareribs.

YIELD: 2¼ cups sauce.

1958 - 1968



MAN IN SPACE. *When Edmund McIlhenny marketed his first bottles of Tabasco sauce in Louisiana 100 years ago, we were still 11 years away from the discovery of the electric light, 27 years from Marconi's wireless telegraph, and 28 years from Henry Ford's first successful automobile. Today, men walk in space, and in every corner of the world beneath them you'll find the familiar bottle with the green neckband and red cap.*

TABASCO CARTONS IN DIFFERENT LANGUAGES. *Japanese, Dutch, French, Spanish and English—no matter what language you say it in, Tabasco is always the world's finest liquid pepper seasoning. With world demand so great, Tabasco is shipped in bulk to many countries, bottled, then packaged in a carton printed in the appropriate language.*

SAUCE VELOUTÉ

Brought home by world travelers

With prosperity at an all-time high, Americans during this decade began exploring the four corners of the earth. And, in the course of their travels, they were introduced to foods and flavors they had never tasted before. Many of these interesting flavors presented themselves in the form of unique sauces: wine sauces, sauces redolent of garlic, sauces that take hours to prepare, sauces that bring excitement to even the all-American hamburger. Here is the recipe for such a famous European sauce . . . and its American version.

EUROPEAN VERSION

Quantities required for four quarts: one pound of pale roux (white roux), five quarts of white veal stock.

Dissolve the roux in the cold white veal stock and put the saucepan containing this mixture on an open fire, stirring the sauce with a spatula or whisk, so as to avoid its burning at the bottom. Add one ounce of table salt, a pinch of nutmeg and white powdered pepper and a quarter of a teaspoon of Tabasco, together with one pound of nice white mushroom peelings, if these are handy. Now boil and move to a corner of the fire to scum slowly for one-and-a-half hours, at the same time observing the precautions for an ordinary brown sauce. Strain through muslin into a smaller saucepan, add one pint of white stock and allow to settle for another half hour. Strain it again through a fine sieve into a wide tureen, and keep stirring it with a spatula until it is quite cold.

Veloutés vary, such as fish and chicken velouté. Chicken stock is substituted for the veal stock and in the case of fish, a clear fish fumet may be used instead of the chicken stock.

AMERICAN VERSION

2 tablespoons butter
2 tablespoons flour
¼ teaspoon salt
¼ teaspoon Tabasco pepper sauce
¾ cup chicken stock
¼ cup light cream
2 tablespoons dry white wine
2 tablespoons canned chopped mushrooms

Melt butter in saucepan. Blend in flour, salt and Tabasco. Stir in chicken stock and cook, stirring constantly, until mixture thickens and comes to a boil. Reduce heat. Add cream, wine and mushrooms; cook 2 minutes longer, stirring constantly.

YIELD: 1¼ cups.

"Plus Ça Change, Plus C'est la Même Chose."

"The More Things Change,
The More Things Remain The Same."

Walter S. McIlhenny and Ned Simmons, two direct descendents of founder Edmund McIlhenny, inspect a pepper field on Avery Island. The century before the 100th anniversary of Tabasco saw a modest one-man hobby turn into an enterprise, then develop into a world-wide business, with sales in more than a hundred countries. Many, many more will undoubtedly be added in the next one hundred years as more and more people discover the delightfully pungent aroma and piquant flavor of this marvelous pepper sauce, which adds excitement to everyday dishes and gourmet recipes alike. Some things will not change, though. Pepper plants will continue to grow in the moist Avery Island soil. Pepper mash for all the world will be aged on the Island and personally inspected there by the company president . . . just as all the other unhurried steps from field to store shelf will be supervised by members of the McIlhenny family. No change will ever be made that compromises the quality of Tabasco.

TABASCO is the registered trademark for McIlhenny Co. pepper sauce. Copyright 1968, McIlhenny Co., Avery Island, La.